

REMARKS/ARGUMENTS

Claims 1-6, 14-19 and 25-26 are pending in the application. Claims 7-13 and 20-24 have been canceled.

Claims 1, 14 and 19. Independent claims 1, 14 and 19 have been rejected as anticipated by Osamu (JP 07299955 A). Osamu, like the prior art describe in the background of the invention, uses glue.

The present inventors uniquely realized that the ink could not only adhere itself, but that with the amount of area typically covered by writing, it had sufficient adhesive qualities to hold a layer placed over the ink to the substrate. Additionally, the inventors realized this could be done by placing the holographic layer over the ink first, then curing the ink so it not only adheres to the substrate below, but also to the holographic layer above.

The office action refers to section 0010 of Osamu as teaching that the curing causes the holographic film to stick to the pattern (also referring to Figure 1, Item 5 and Figure 2, items 2, 4, 8). Section 0010 reads as follows:

"UV ink 4 is printed by the usual printing, for example, screen-stencil etc., on the top coating 3, and after hardening completely, the hot-stamping foil 5 is pasted up. The adhesives of glue line 5b formed in the metallic foil 5a rear face of the hot-stamping foil 5 and sensible-heat adhesives 4a distributed and mixed in UV ink 4 join strongly, and pastes up adhesion. With heating objects, such as a roller from the base film (not shown) of the hot-stamping foil 5, adhesion heats and presses the hot-stamping foil 5, and fuses glue line 5b and sensible-heat adhesives 4a in UV ink 4."

In the Figures:

- item 2 is the substrate printing
- item 3 is a transparent resin (see section 0007) over the layer of item 2
- item 4 is a UV curable ink, which contains a resin 4a (see section 0008)
- item 8 is the hologram foil
- item 5 of Fig. 1 is a different foil

As described in section 0010, a glue line 5a is used to hold foil 5 over the UV curable ink 4. In the embodiment of Fig. 2, where a holographic foil 8 is used, a glue line 5a is also described as being used in section 0012.

There is no teaching or suggestion in Osamu that the ink could be used to attach anything other than the ink itself to a substrate, even though Osamu describes an ink 4 including a resin 4a.

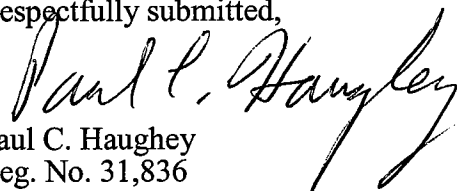
New dependent claims 25 and 26 are directed to the peeling away of the portion of the holographic film which is not adhered to the UV curable ink. This does not add new matter, as it is described in the Summary in paragraphs 0007 and 0008.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 415-576-0200.

Respectfully submitted,


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